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Sommario/riassunto	Changing demographics are having a substantial impact on college and university student populations. In order to continue garnering funds and supporting their higher education institutions, development offices and individual fundraisers need to learn more about alumni of color. To help move fundraising staff away from a "'one size fits all'" approach, Engaging Diverse College Alumni provides a comprehensive overview of philanthropy in diverse cultures. Unlike other works on fundraising

within communities of color, this book focuses specifically on college
and university alumni and of
